Gaining Market and Customer Insights through In-Depth Interviews

Market Research MasterClass

Week Six (Final Week)

Pragmatic Alumni Community

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Course Syllabus

Week	Learning Objectives	What You Will Learn	Attachments	Assignment
1	Define the scope of the research project Create an issue tree	• How to frame up the project, in order to socialize it with your co-workers / supervisor / client, and gain consensus on what problem(s) you are trying to solve with the research • Definition of an issue tree, how to construct one, and what level of detail to include at this stage	• SCQH article • Issue tree example	Create SCQH and issue tree
2	Describe the target personas	• How to create persona profiles, and how to prioritize which persona(s) should be targeted for research	• Persona templates	Create persona document
3	Create an interview guide Recruit customers for the research	• What constitutes a good interview guide for particular lengths of interviews (e.g., 30 minutes vs. 60 minutes), how to start and end an interview, and the importance of open-ended questions • Methods for identifying, soliciting and securing agreement from your interviewees	• Interview guide example	Create interview guide
4	Conduct phone, video or in-person interviews	• How to prepare for a good phone interview, as well as processes and technologies to help them be successful	• Best practices when conducting an interview • Recording of past interviews	5-10 minute audio / video recording of a mock interview
5	Analyze interview transcripts Identify recurring themes, voices and key takeaways	• The value of recording and transcribing interviews, and a method to identify the right data contained in the interviews • How to "boil the ocean" and pull-out the most-important messages from the body of interviews	• Transcript examples • Affinity diagrams	Read three transcripts and develop an affinity diagram
6	**Develop a report of the research**	• **Common report templates and storylines, and how to frame the results appropriately for the audience you're presenting to**	• **Final report examples**	**Slides or document summarizing market intelligence gleaned from research**

Where are we in the Masterclass?

- Previous Week
  - → Reviewing and analyzing transcripts
  - → Developing affinity diagrams

- This Week
  - → Reporting on your Results
  - → Presentation Formats

Planning Your Report

1. Determine if the report is meant to provide data, or to persuade the audience
   - "Here's the data … what do you think?"
   - "Here's what I think we should do, based on this data."

2. Know your audience ... who are you informing / persuading with the data you'll be presenting?
   - Product development?
   - Senior management?
   - Customer service?

3. Decide on the most important points you want the reader to leave with
   - The key themes you defined with the affinity diagram
   - The answers to your issue tree questions
   - The "what's next" you are proposing based on the research

4. Determine if the report is meant to be A) read by your audience, and/or B) presented in front of your audience

Report Layout Ideas

Most-important Information **First**

1. Executive summary with conclusions and next steps
2. Research process
   a) Key questions we wanted answered
   b) People we talked to
3. Key takeaways / themes
4. Supporting data for the themes
5. Re-state conclusions and next steps
6. Appendix with additional supporting data

Most-important Information **Last**

1. Research process
   a) Key questions we wanted answered
   b) People we talked to
2. Key takeaways / themes
3. Supporting data for the themes
4. Conclusions and next steps
5. Appendix with additional supporting data

Techie Co. Report Example

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Project Overview

Customers Interviewed

Voice of Customer Analysis Process

Key Strengths and Areas for Improvement

Overarching Themes

Other Observations

Project Next Steps

Supporting Slides

Techie Co.

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Techie Co. Report Example

CUSTOMERS INTERVIEWED
13 individuals were interviewed over the phone, to hear opinions on Techie Co.'s strengths, areas for improvement, and unique value proposition.

Contact	Client	Title	AM	Market Segment
▐	▐	CFO	▐	Financial Svcs
▐	▐	Director of Finance	▐	E-Commerce
▐	▐	President	▐	Software / SaaS
▐	▐	Director, Enterprise Technology	▐	Retail
▐	▐	Director of Engineering	▐	Software / SaaS
▐	▐	Vice President	▐	Software implementation
▐	▐	Director of IT	▐	Manufacturing
▐	▐	President & COO	▐	Manufacturing
▐	▐	Technology Manager	▐	Event production
▐	▐	CEO	▐	Event production
▐	▐	IT Procurement	▐	Insurance
▐	▐	VP IT	▐	Healthcare
▐	▐	Office Manager	▐	Sports Team

Techie Co.

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KEY STRENGTHS AND IMPROVEMENT AREAS
Overall, Techie Co. is well-liked by the clients interviewed, and has earned their trust. The following strengths and areas for improvement were cited most-frequently by people (listed in ranked order).

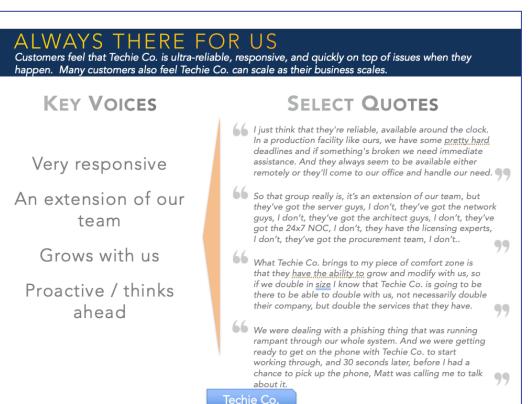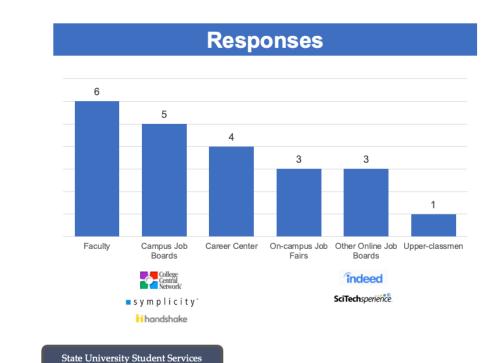| STRENGTHS	AREAS FOR IMPROVEMENT
• Very responsive • Can buy only what I need • Grows with us • Admits their mistakes • Good people • One-stop shop for IT services • Has our best interests in mind • An extension of our team • Collaborative • Onsite engineers	• Makes choices / recommendations that serve their own interests sometimes, not their clients' interests • Customers feel they're sometimes being taken advantage of by Techie Co. • Techie Co. charges high prices

Techie Co.

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Techie Co. Report Example

Other Slide Example

Your Week Six Assignment

- Review the final report examples and articles attached to the discussion post
- Post your own report based on actual or upcoming research
  - Can be something you created before, or something new you're doing along with this course
  - Feel free to make it a "ghost deck" with just slide titles and an overall flow figured out
  - Include who the intended audience is / will be for the report

- Post to the Discussion Group by Monday February 22 at 12:00 PM Pacific

- Review and comment on at least one other member's work

Thanks and good luck!

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